

Message Text

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ACTION EB-11

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P R 171435Z JUL 73

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC PRIORITY 5609

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

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E.O. 11652: N/A

TAGS: BEXP

SUBJECT: FY 1974 COMMERCIAL OBJECTIVES

REF : STATE 128397

SUMMARY: WE PLAN TO CONTINUE EMPHASIS IN FY 74 ON TARGETING OF INDIVIDUAL INDUSTRIES WHICH APPEAR TO BE BEST PROSPECTIVE BUYERS OF US MANUFACTURED GOODS. WE RECOMMEND TRADE MISSIONS IN THE FIELDS OF POWER GENERATION/TRANSMISSION EQUIPMENT AND TEXTILE MACHINERY, MARKET RESEARCH FOR THE PROMISING AREA OF SHIPBUILDING AND PORT MAINTENANCE, AND A SERIES OF EXHIBITIONS DESIGNED TO INCREASE SALES OF REGULATING AND CONTROL INSTRUMENTATION. END SUMMARY.

THE EMBASSY HAS IDENTIFIED FOUR SPECIFIC COMMERCIAL OBJECTIVES ON WHICH IT WILL CONCENTRATE A MAJOR SEGMENT OF AVAILABLE MATERIAL AND HUMAN RESOURCES IN FY 1974. THE OBJECTIVES ARE CONSISTENT WITH THE EMBASSY'S OVERALL COMMERCIAL GOAL OF STRENGTHENING TRADE AND INVESTMENT RELATIONS BETWEEN INDIA AND THE UNITED STATES. OBJECTIVES REFLECT EMBASSY'S BELIEF THAT "INTEGRATED PROGRAM AND INDUSTRY/MARKET TARGETING APPROACH" IS BEST WAY TO INSURE THAT US MANUFACTURERS CAN TAKE FULL ADVANTAGE OF OPPORTUNITIES IN THE INDIAN MARKET. THIXN UWAACH IS BASED TO A HIGH DEGREE ON (A) AVAILABLE INTELLIGENCE CONCERNING PRIVATE AND PUBLIC SECTOR REQUIREMENTS, (B) INDIVIDUAL APPROACHES TAILORED TO THESE REQUIREMENTS, AND (C) THE DETERMINATION

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THAT SUFFICIENT FOREIGN EXCHANGE IS LIKELY TO BE MADE AVAILABLE

TO MEET THE REQUIREMENTS IDENTIFIED. THE OTHER SIDE OF THE COIN, OF COURSE, IS THE ATTEMPT IN CONJUNCTION WITH THE U.S. DEPARTMENT OF COMMERCE TO ISOLATE THOSE AREAS OF AMERICAN INDUSTRY WHICH HAVE THE BEST CHANCE OF DEVELOPING A STRONG SALES AND/OR INVESTMENT RELATIONSHIP WITH INDIA. IT IS THE EMBASSY'S BELIEF THAT NOT ONLY ESTABLISHED AMERICAN OVERSEAS TRADERS, BUT ALSO "NEW TO MARKET" AND "NEW TO EXPORT" U.S. FIRMS CAN MAKE A POTENTIAL IMPACT IN INDIA SUBJECT TO THE AVAILABILITY OF ATTRACTIVE CREDIT TERMS AND THROUGH THE ADOPTION OF RESPONSIVE MARKETING TECHNIQUES.

OBJECTIVE ONE: INCREASE BL SHARE OF THE POWER GEN, TRANSMISSION AND SWITCHING EQUIPMENT MARKET. ACTION ONE: EVALUATE AND DETERMINE AREAS IN WHICH U.S. COMPANIES ARE MOST COMPETITIVE PRICE-WISE AND CAN OFFER FASTEST DELIVERY SCHEDULES ON THE BASIS OF MARKET SURVEY SPONSORED BY OFFICE OF INTERNATIONAL MARKETING. ACTION TWO: IDENTIFY MAJOR PURCHASING AGENCIES AND KEY OFFICIALS RESPONSIBLE FOR MAKING THE BUYING DECISION. (ABOVE TWO ACTIONS WILL PREPARE GROUND WORK FOR POWER INDUSTRY TRADE MISSION LATER IN YEAR.) ACTION THREE: ADVISE U.S. COMPANIES, THROUGH USDOC, OF POSSIBLE NEGOTIATING AND MARKETING STRATEGIES FOR ADOPTION BY U.S. COMPANIES IN DERIVING MAXIMUM RESULTS. ACTION FOUR: PROVIDE APPROPRIATE EMBASSY/USG SUPPORT IN BACKING-UP U.S. COMPANIES AND THEIR REPRESENTATIVES.

3. OBJECTIVE TWO: BASED ON AVAILABLE RESEARCH, INCREASE U.S. SHARE OF THE INDIAN TEXTILE EQUIPMENT MARKET. ACTION ONE: THROUGH CLOSE CONTACTS WITH THE MAJOR END-USERS SUBMIT 15 TO 20 SPECIFIC TRADE OPPORTUNITIES FOR PRODUCT-CATEGORIES WITH HIGHEST SALES POTENTIAL. ACTION TWO: FOLLOW-UP INDUSTRIAL LICENSES ISSUED TO INDIAN COMPANIES FOR PURPOSE OF DEVELOPING JOINT VENTURE INVESTMENT AND LICENSING OPPORTUNITIES. ACTION THREE: ENCOURAGE U.S. COMPANIES TO ACTIVELY PARTICIPATE IN THE INTERNATIONAL TEXTILE CONFERENCE AND EXHIBIT SCHEDULED TO BE HELD AT BOMBAY FEBRUARY 4 THROUGH FEBRUARY 28, 1974. ON BASIS OF OIM RESEARCH WE WILL RECOMMEND THAT TEXTILE TRADE MISSION VISIT INDIA THIS YEAR. PERHAPS VISIT COULD BE SCHEDULED DURING PERIOD OF CONFERENCE.

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4. OBJECTIVE THREE: INCREASE SHIPBUILDING AND PORT MAINTENANCE EQUIPMENT IMPORTS FROM THE U.S. ACTION ONE: DETERMINE SPECIFIC PRODUCT CATEGORIES WITH HIGHEST SALES POTENTIAL THROUGH POST-CONDUCTED MARKET RESEARCH. ACTION TWO: DEVELOP CLOSE LIAISON WITH END-USERS FOR DEVELOPING SPECIFIC TRADE OPPORTUNITIES IN THE FIELD; ESTABLISH MEANINGFUL DIALOGUE WITH END-USERS. ACTION THREE: REQUEST USDOC SUPPORT IN PROVIDING INFORMATION CONCERNING U.S. INDUSTRY CAPABILITY IN THIS

AREA THROUGH SUPPLY OF PRODUCT CATALOGS AND TRADE LITERATURE.

5. OBJECTIVE FOUR: INCREASE REGULATING AND CONTROL
INSTRUMENTATION IMPORTS FROM THE UNITED STATES. ACTION ONE:
BASED ON AVAILABLE RESEARCH (CONGEN BOMBAY HAS
INITIATED MARKET SURVEY IN ITS AREA), REQUEST AND SUPPORT US
EXHIBITION OF REGULATING AND CONTROL INSTRUMENTATION AT BOMBAY,
CALCUTTA, DELHI, MADRAS AND BARODA. TO BE EFFECTIVE EXHIBITION
MUST INCLUDE SAMPLES AND WORKING MODELS AND SHOULD BE ACCOMPANIED
BY INDUSTRY EXPERTS. SHOWS INVOLVING CATALOGS ALONE HAVE
HAD ONLY LIMITED IMPACT IN INDIA. ACTION TWO: IDENTIFY MAJOR
INDIAN PURCHASERS OF SUCH EQUIPMENT AND URGE THEM TO
ATTEND THE ANNUAL CONVENTION OF THE US ELECTRONICS MANUFACTURERS
ASSOCIATION. ACTION THREE: DEVELOP AND SUBMIT 10-15
SUBSTANTIAL TRADE OPPORTUNITIES IN THIS FIELD.MOYNIHAN

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